



NOTICE AND AGENDA

Communications Committee Meeting

July 12, 2010 | 11:00 am – 12:30 pm

Laurel Inn Conference Center, 801 West Laurel Drive, Salinas, CA

1. Call to Order – Verlea Kellogg
2. Approval of Minutes – April 6, 2010 meeting
3. Trade Outreach
 - a) Activities Update
 - b) Website
 - c) Direct Mail
 - d) Field Food Safety Tour
 - e) PMA Sponsorship
4. Public Relations
 - a) Consumer Research
 - b) Messaging
 - c) Annual Report
 - d) Rapid Response Plan
 - e) Mock Crisis
5. Member Education
6. California Agriculture Communications Coalition
7. DC Outreach
8. Closed session to discuss litigation and personnel pursuant to Section 11126 of the Open Meeting Act
9. Public Comment
10. Adjournment

Next Meeting: Tuesday October 5, 2010

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